



L-Acoustics Opens Americas Regional Headquarters in Nashville  
Featuring L-Acoustics Showroom and L-Acoustics Creative  
Studio

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*Facility at heart of Music City's creative ecosystem features second global HYRISS showroom and Creative Studio for spatial audio innovation*

**NASHVILLE, TN** – L-Acoustics, a leading global creator of professional audio technology, opened its first dedicated Americas regional headquarters in Nashville today, a bold move that puts the company at the center of the entertainment industry's creative power base. Located within the CAA Creative Office Building at Nashville Yards, the new 11,100-square-foot facility features the first L-Acoustics Showroom with HYRISS on the American continent and an L-Acoustics Creative Studio equipped with L-ISA and L-Acoustics DJ technology.



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*(Above): ©Chelsea Kornse - The entry to L-Acoustics' new Americas home. The 11,100-square-foot facility at Nashville Yards puts the company alongside CAA, AEG Presents, and Amazon Music — exactly where creative decisions get made.*

The opening marks a turning point for L-Acoustics in the Americas, establishing a hub in a central location where the company's regional team, industry partners, and the world's top creative artists can collaborate using the most advanced audio technology available anywhere.

"L-Acoustics is claiming our place in the heart of Music City and will be a driving force in this new modern entertainment industry hub," said Laurent Vaissié, CEO at L-Acoustics. "With neighbors like CAA, AEG Presents, and Amazon Music, this facility is proof that L-Acoustics is a creative technology company building the future of how people experience audio, whether that's at a festival, a sports venue, in their home, or in a club. Nashville gives us the platform to show the industry that sound is essential to the shared live experience."



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*(Above): ©Chelsea Kornse - L-Acoustics officially opens its first dedicated Americas regional headquarters at Nashville Yards, marking a significant expansion into the heart of Music City's creative ecosystem. From L-R: Hervé Guillaume, CEO L-Acoustics Group; Anne Hamlett, Chief People Officer; Bryan Bradley, CEO Americas; Laurent Vaissié, CEO L-Acoustics; Cédric Montrezor, Executive Director of Application.*

The facility functions as both operational headquarters and innovation showcase, welcoming 23 team members by year's end as the Americas team relocates from the West Coast and expands.

### **L-Acoustics Showroom: Where One Space Becomes Endless Experiences**

The Nashville facility features only the second L-Acoustics Showroom with HYRISS globally, following London's 2024 opening. HYRISS transforms residential and luxury spaces into adaptable immersive audio environments using discreet in-wall speakers and spatial processing. This technology makes a single room capable of delivering everything from an intimate dinner party ambiance to full cinematic immersion to live concert sound.



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The showroom gives architects, interior designers, luxury developers, and high-end integrators direct access to the technology alongside L-Acoustics application specialists. It's a working space where partners can bring their clients to experience firsthand how HYRISS elevates residential projects, hospitality suites, or superyacht installations without compromising design aesthetics.

“This showroom lets our partners walk in with a developer or yacht owner and demonstrate how one space can transform from a morning meditation room to an evening cinema to a late-night listening lounge—all without changing a single piece of furniture,” says Bryan Bradley, CEO Americas at L-Acoustics.



*(Above): ©Chelsea Kornse – The 11,100-square-foot L-Acoustics facility in Nashville serves as a central point to support touring productions, festivals, and high-end installations across the Americas.*



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### **L-Acoustics Creative Studio: The Industry's New Spatial Audio Lab**

The L-Acoustics Creative Studio represents the latest evolution of the format launched in Lititz, Pennsylvania in 2024 and Singapore in 2025. The studio features both L-ISA Immersive Hyperreal Sound technology and L-Acoustics DJ, the company's latest innovation for club and festival environments.

This is where touring artists prepare immersive mixes for their live productions, where DJs craft spatial sets that will define the next generation of club experiences, and where sound designers push the boundaries of creativity with immersive audio. It's a production facility built for serious creative work.

The Creative Studio serves L-Acoustics' extensive Americas network: touring productions, festivals, theaters, clubs, houses of worship, theme parks, and premium hospitality venues. It's the regional nerve center for spatial audio innovation.

### **The Creative Ecosystem Play**

The CAA Creative Office Building, where L-Acoustics will be located, houses CAA (Creative Artists Agency), AEG Presents, Messina Touring Group, AXS, and Amazon Music: the exact convergence of talent representation, live entertainment production, ticketing, and streaming that defines the modern entertainment business. Add Ampersand Studios' creative coworking spaces, and the building functions as a daily collision point for the industry's decision-makers.



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*(Above): ©Chelsea Kornse – L-Acoustics Nashville collaboration spaces are designed to bring together the company’s regional team, industry partners, and the world’s top creative talent under one roof.*

“We’ve always delivered the sound for the world’s most important stages, from Adele’s residencies to the Philharmonie de Paris,” said Bradley. “In Nashville, we’re not waiting for the entertainment industry to come to us. We’re positioning ourselves at the center of where creative decisions are made, where artists are managed, where tours are planned, and where the future of live entertainment is being written. Nashville is central to our Americas operations and where the business of music lives. That’s exactly where L-Acoustics needs to be.”



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*(Above): ©Chelsea Kornse - With 23 members joining by year's end, Nashville marks a significant expansion as L-Acoustics deepens its commitment to the region and the artists it serves.*

The move strengthens L-Acoustics' Americas presence significantly. The company is establishing a 3PL-managed warehouse in the greater Nashville area in 2026 to improve logistics and service delivery across the Eastern United States. Combined with the Los Angeles office, Nashville gives L-Acoustics comprehensive coast-to-coast operational coverage.

The Nashville headquarters joins L-Acoustics' global office spaces spanning Paris, Los Angeles, London, and Singapore, and manufacturing spaces across France and Germany in supporting the company's 1,000+ team members worldwide.



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*(Above): ©Chelsea Kornse - The Nashville open workspace is the operational hub of a team embedded in Music City's creative ecosystem, where tours are planned and the future of live entertainment is written.*



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*(Above): ©Chelsea Kornse - The lounge connecting L-Acoustics offices to its showroom and studio is a daily meeting point for artists, integrators, and partners creating with spatial audio.*



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*(Above): ©Chelsea Kornse – The first HYRISS showroom on the American continent gives architects, designers, and luxury integrators a hands-on demonstration of how a single room can shift from morning meditation to evening cinema to late-night listening lounge, without moving a piece of furniture.*



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*(Above): ©Chelsea Kornse - The L-Acoustics Creative Studio pairs L-ISA Immersive Hyperreal Sound with L-Acoustics DJ technology, giving touring artists and DJs a dedicated space to craft spatial productions for festivals, clubs, and the world's most demanding stages.*